

May 15, 1946

Ten Cents

MACLEAN'S

Canada's National Magazine



IN THIS
ISSUE:

HOW TO REMEMBER WHAT YOU FORGOT

Parker "51"

Writers dry with wet ink!

*Too few to match the need...but more
of these pens are coming*

Twelve years have passed—and passed—into this new kind of pen. Why? Because the Parker "51" does things no other pen ever did before...and that with a new beauty in design...a new sense of writing...an effortless or penning your paper.

Take a "51" in your hand. It starts in the tightest clutch. The point is extra dry—pen is a new blue. The barrel is up, writes so smoothly and slowly in pen seems to float...but the most amazing feature comes in a surprise even to those who have been told about it—how...

The pen is dry with wet ink! No blotter is needed. In a second or two, the magical "51" has the pen water in bone dry on the paper. Never a smudge...in a blue. Only the "51" pen has the design and construction required for satisfactory use of this world's finest drying ink. Try the Parker "51" and see why kind of ink.

You'll like the "cupola" point on the pen...the tapered lines and perfect balance in your hand...and the velvet grip cap that slips on or off without rubbing or clogging.

The demand for beautiful precision built Parker "51's" soon high—born via your pen. Available today! Colors in Blue, Gold, Black or Dove Gray, with Gold-Blind in Lustrous Copper.

PARKER PEN CO., LTD. TORONTO, CANADA

★ GUARANTEED FOR LIFE! Free mailed with the blue Parker "51" are given just for life against everything except loss or accidental damage. Subject only a charge of \$1 each for postage, insurance and handling provided complete pen is returned for repair.

PARKER "51"

"There go my commissions!"

—sighed Ralph. Down in the dumps with a dull, lopsided feeling, he certainly didn't feel like making calls. He took a headache but it didn't bring the first, complete relief he needed. Though he's a white on swelling noses, unfortunately he didn't remember that for the entire sales it was enough.



"Thanks for the nice order"

—said Jack. He, too, woke feeling his low pen—but he knew what to do. The minute he got up, he drank a bubbling glass of Sal Hepatica—the sparkling saline laxative that also combats excess gastric acidity. He got after Jack once of his distress. Now he's ready to make friends and influence customers—thanks to Sal Hepatica's speedy relief.



"It's pretty pleasant...better, in fact, than...also others."

"Sal Hepatica is pretty well...usually within an hour!"

"Gastric issues...quite...as well as...problems."

"You profit in a...really...it..."

"You don't worry when you lay the...really..."



SAL HEPATICA

gentle, speedy, saline laxative—combats excess gastric acidity, too

A Product of British-Meyers—Made in Canada



Cariboo Comeback

Continued from page 22

whenever carrying even the lightest gear country before to prove that it works. There was danger of some criticism—however mild—because of the "big" thing about the "big" thing.

This is 1943. The D. C. "Tiger" Automobile was driven by Ken Collier in his first attempt to prove in his own mind that it was a "big" thing.

Ken Collier is an expert of "big" things. He told us how in 1938.

In 1938, for example, one of the first of the "big" things was the "big" thing of everything but a few minutes.

Madison Magazine, May 15, 1944

"The story that brought the first look of reality 1938 weeks of time. He decided that the best thing he could do was try and build up the big thing before people could find out the thing. To put a long story short, he managed this job in about 1938. It had been the same since then. The situation had been developed in such a way that he had been able to say what he wanted to say.

Reinforced Concrete

Another story makes us the part of the world is made. The concrete Cariboo number today has a history. The construction of building building and everything that is a big thing that is a big thing.

The Cariboo, & C's island origins.



"ARE THE HISSING COMING FOR THE WEEK-END, DEAR?"

A LIVING QUARTERS—not to speak of interesting—these buildings are under construction. Houses have something to be done! (Quite different!)

If you're planning to build—and apparently most Cariboo men—we would like you to know that we're eager to supply the essential heating and plumbing equipment. But, you see, thousands of others are in the same predicament as you. Moreover, under Federal priorities, heavily approved by the vast majority, building materials are allocated first to Wartime Housing and Veterans' Land Act housing projects. So, though we are producing for beyond our 1939 capacity, we are not yet able to catch up with the unprecedented demand.

CRANE PRINTED HELPS

Write for these pages quickly and free.

- 1 "Planning the Bathroom and Kitchen" (21 pages of general data for the house plan to build)
- 2 "Planning the Living and Dining Room" (21 pages of general data for the house plan to build)
- 3 "The Cariboo Plan" (21 pages of general data for the house plan to build)
- 4 "Planning the Living and Dining Room" (21 pages of general data for the house plan to build)

Ask your planning and building contractor for help or to what may be available when the day the site will meet your schedule—also when he will be able to make the work.

In the meantime, consult your architect and make your new house will completely satisfy every member of your family for years to come. CRANE Inc. has the help. Below is the form that covers your needs, and needs to see.

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Madison Magazine, May 15, 1944

A CRUST OF BREAD...

That's all.
A single crust of bread for the whole day!
Unbelievable!

You cannot believe it because you have never seen the broken farms, the silent shells of factories and the empty shop windows of Europe... because you have never seen the barren lands of China and India, crowded with starving millions... and because, to you, a crust of bread seems so little.

Can we refuse to share when we have so much? Can we refuse to fill the hand that Canada is reaching to the hungry? A crust of bread, for those who are lucky enough to find that crust, is not enough.

Be glad we're sharing our food supply with a parched world.

Food will win the Peace

CONTRIBUTED BY
Bright's Wines
LIMITED

It's *MAM*. B-u-l-o-v-a Watch Time

Among the Great Canadian Traditions

is the tradition of wearing a Bulova



W-1000... 27 jewels... \$11.50



W-1000000... 27 jewels
with matching Bulova watch bracelet... \$12.50



W-100000... 27 jewels... 14 karat gold... \$12.50



W-1000000... 27 jewels... 14 karat yellow or pink gold... \$12.50

Bulova Watches—priced from \$7.50 to \$25.00

Deep down in the hearts of all of us are certain traditions, certain habits of living which weave the pattern of Canadian life.

One of these is the trust we place in a fine time piece... in a Bulova watch.

And that is true wherever people live, wherever people do, in cities—on farms—in far-flung all across the nation. For, more people tell time by Bulova than by any other fine watch in the world.

Ask your jeweler to show you the distinctive new Bulova watches. You'll see at a glance why today, more than ever, Canada Runs On Bulova Time.

BULOVA WATCH COMPANY LIMITED—TORONTO



Canada runs on **BULOVA** time!



What'll plan for your family - if you don't?

The more you leave to life's uncertainties, the more you risk. The more you plan, the more secure you are. The more you plan, the more secure you are. The more you plan, the more secure you are. The more you plan, the more secure you are.

THE PRUDENTIAL ASSURANCE COMPANY LIMITED OF NEW YORK

OFFICE AND REPRESENTATIVES throughout the Dominion and Newfoundland
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ANY FINANCIAL REQUIREMENT
SUITABLE
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RESIDENTIAL
LIFE
INSURANCE
COMPANY
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MORE FLIGHTS DAILY NOW COAST TO COAST

YOUR AIR MAIL GETS THERE FASTER

Confidential expansion speeds the pace of AIR MAIL. For it's now possible to fly from New York to Los Angeles in 24 hours. And from New York to San Francisco in 24 hours. And from New York to Honolulu in 24 hours. And from New York to Sydney in 24 hours. And from New York to London in 24 hours. And from New York to Paris in 24 hours. And from New York to Rome in 24 hours. And from New York to Moscow in 24 hours. And from New York to Tokyo in 24 hours. And from New York to Hong Kong in 24 hours. And from New York to Shanghai in 24 hours. And from New York to Canton in 24 hours. And from New York to Peking in 24 hours. And from New York to Hankow in 24 hours. And from New York to Tientsin in 24 hours. And from New York to Harbin in 24 hours. And from New York to Manchuria in 24 hours. And from New York to Korea in 24 hours. And from New York to Japan in 24 hours. And from New York to China in 24 hours. And from New York to India in 24 hours. And from New York to Ceylon in 24 hours. And from New York to Australia in 24 hours. And from New York to New Zealand in 24 hours. And from New York to South Africa in 24 hours. And from New York to Europe in 24 hours. And from New York to Asia in 24 hours. And from New York to Africa in 24 hours. And from New York to America in 24 hours. And from New York to the world in 24 hours.

AIR MAIL

THE WORLD'S FASTEST MAIL SERVICE

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body more to Thorne than their smiling faces could show him. Leta told him she would like to be a nurse. "There's always been a nurse in my family," Leta said. "I want to be like her." "There's always been a nurse in my family," Leta said. "I want to be like her." "There's always been a nurse in my family," Leta said. "I want to be like her."

The nurse who is the story of the first time in Canada. Leta told him she would like to be a nurse. "There's always been a nurse in my family," Leta said. "I want to be like her." "There's always been a nurse in my family," Leta said. "I want to be like her."

The Lagni Tap

At the moment, Leta had her business on her hands. She had to find a way to make a living. She had to find a way to make a living. She had to find a way to make a living. She had to find a way to make a living.

MOST FOLKS ARE IN A HURRY

What more could you want than to be in a hurry? You want to be in a hurry. You want to be in a hurry. You want to be in a hurry. You want to be in a hurry.

TICONDEROGA

For all your needs, write to the Ticonderoga Company, Ticonderoga, N.Y.

Determined Lady

Continued from page 1

she was 18 years, she entered a beauty school.

Her Beauty School

The first time she was in a beauty school, she was 18 years old. She was 18 years old. She was 18 years old. She was 18 years old.

As Mrs. Galt, Mrs. Galt

Henry Perkins Bedford

Is Fine

Carden

For all your needs, write to the Henry Perkins Bedford Company, Bedford, N.Y.

A Product of Henry Perkins

THE PARTICULAR PEOPLE

For all your needs, write to the Henry Perkins Company, Bedford, N.Y.

You'll find the joy of living ... in rooms like these

This Bedroom

For all your needs, write to the Henry Perkins Company, Bedford, N.Y.

This Study

For all your needs, write to the Henry Perkins Company, Bedford, N.Y.

This Kitchen

For all your needs, write to the Henry Perkins Company, Bedford, N.Y.



The Friendliest Club in the World... Open to all

There's always welcome-on-the-mat—at your favourite soda fountain. This congenial club is as warm as an old-fashioned barbecue or band concert night in the village square. Here young people like to gather over a Coca-Cola—for happy recreation. It's the spot that folks so often have in mind—when they say “I’ll be seein’ you” any hour of the day. Yes, whether your favourite soda fountain is just

around the corner from home—or amid the bustle downtown, why not drop in today for a Coke and the pause that refreshes? The dues fit any pocketbook—and the latchstring’s always out!

Coke = Coca-Cola

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